

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,212,979 B1
APPLICATION NO. : 10/017640
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INVENTOR(S) : William R. Matz and Scott R. Swix

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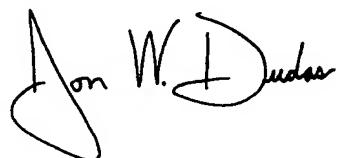
It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

At Column 6, lines 31 through 44 are corrected as follows:

The subscriber-action database may include a clickstream database. A clickstream database is common in Internet monitoring applications. Each time a web-browser user clicks on a link in a web page, a record of the click is stored in a conventional clickstream database. A database that includes similar information for television viewers is disclosed in a patent application filed on February 1, 2000 by Edward R. Grauch, et al., Serial No. 09/496,825, entitled "Method and System for Tracking Network Use", which is hereby incorporated by reference. In the database described, each action taken by a television subscriber 123, such as "channel up" and "channel down" are stored in a database with a date-time stamp to allow tracking of the television viewer's actions.

Signed and Sealed this

Fourth Day of September, 2007



JON W. DUDAS
Director of the United States Patent and Trademark Office